

## Message Text

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PAGE 01 STATE 036663

20

ORIGIN COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 /020 R

DRAFTED BY COM/BEWT/TPD/562/JVBUSHERY

APPROVED BY EB/OCA/REP/JBRABENS

COM/BEWT/TPD/BATHOMPSON

COM/BEWT/EEAD/JELLIS

EUR/EE/RCHRISTENSEN

EB/EWT/JBEMIS

----- 089482

R 182353Z FEB 75

FM SECSTATE WASHDC

TO AMEMBASSY PRAGUE

UNCLAS STATE 036663

E.O. 11652: N/A

TAGS:BEXP, CZ

SUBJECT: PROMOTION OF USDOC EXHIBIT AT BRNO ENGINEERING  
FAIR

PRAGUE FOR FARRAND

1. BEWT IS INTERESTED IN GETTING THE MAXIMUM PROMOTION FOR ITS EXHIBIT AT THE BRNO ENGINEERING FAIR. THE THEME, "PROCESS CONTROLS AND MATERIAL TEST EQUIPMENT," IS SO BROAD THAT IT MAY BE DIFFICULT TO DEVELOP A MAILING LIST THAT INCLUDES A SUBSTANTIAL PROPORTION OF THE END-USERS. THE POTENTIAL UNIVERSE OF END-USERS TOUCHES ON ALMOST EVERY SECTOR OF THE MANUFACTURING INDUSTRIES. DOES THE EMBASSY THINK IT CAN DEVELOP A LIST THAT WILL PERMIT BEWT TO USE DIRECT MAILING AS THE KEY PROMOTIONAL TECHNIQUE? IF NOT, DOES EMBASSY BELIEVE "RAPID" OR "MADE IN" CAN EFFECTIVELY PERFORM THIS SERVICE?

2. AN ALTERNATIVE TO DIRECT MAILING IN ADVERTISING IN APPROPRIATE PUBLICATIONS. THE PRICES LISTED BY "RAPID" SEEM REASONABLE, BUT WE DON'T KNOW WHICH MAGAZINE(S) WOULD BE MOST EFFECTIVE. WOULD EMBASSY  
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PLEASE MAKE RECOMMENDATIONS AND ADVISE OF DEADLINES AND

COPY FORMATS? WOULD WE BE ALLOWED TO PREPARE OUR COPY  
OR WOULD WE HAVE TO PAY THE AGENCY FOR THIS SERVICE? IF

SO, WHAT IS THEIR CHARGE FOR COPY PREPARATION?  
WHICH MONTH(S) WOULD BE BEST FOR US TO ADVERTISE?

3. PLEASE RESPOND BY 7 MARCH, 1975. MAW

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 18 FEB 1975  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
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**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
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**Review Authority:** ElyME  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 15 MAY 2003  
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**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
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**Status:** NATIVE  
**Subject:** PROMOTION OF USDOC EXHIBIT AT BRNO ENGINEERING FAIR  
**TAGS:** BEXP, CZ  
**To:** PRAGUE  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006